

**SANTA CRUZ COUNTY**

**CALIFORNIA COOPERATIVE OCCUPATIONAL  
INFORMATION SYSTEM**

**OCCUPATIONAL OUTLOOK**

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**SANTA CRUZ COUNTY**  
**LABOR MARKET INFORMATION**  
**1995**

A Cooperative Program of  
The County of Santa Cruz Private Industry Council

*and*

The State of California Employment Development Department  
Labor Market Information Division

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# **California Cooperative Occupational Information System**

## **Santa Cruz County**

### **INTRODUCTION**

The Santa Cruz County Labor Market Study has been produced as part of a state wide project called the California Cooperative Occupational Information System --CCOIS-- (previously the State/Local Cooperative Labor Market Information Program). This program, as the name implies, has been a cooperative effort between the Private Industry Council (PIC) of Santa Cruz, and the California State Employment Development Department (EDD) Labor Market Information Division (LMID).

Both federal and state social programs require the development of local labor market information in order to effectively meet the needs of program participants and providers. Legislation supporting the CCOIS program includes:

- Job Training Partnership Act JTPA
- Greater Avenues of Independence GAIN
- California Unemployment Insurance Code
- Family Economic Security Act
- Wagner-Peyser Act
- California Education Code
- Carl D. Perkins Vocational Education Act
- Family Support Act

The goal of this program is to improve the match between employers' labor needs and the skills of job seekers. The CCOIS program accomplishes this end through the development of up-to-date, localized occupational information. This information can be utilized to make labor market decisions, as well as in the planning of vocational education, employment and training, and economic development programs.

Inclusion of an occupation in this study does not imply suitability for training at this time, nor does exclusion of an occupation imply an over supply or lack of demand in the local labor market. The Supply/Demand statements must be weighed before any training decisions can be made.

All information used in this study was gathered from Santa Cruz County employers between August 1995 and December 1995. Any information utilized in this study which was not obtained from area employers, (such as data from EDD), has been identified, as has the source of the information.

## **USES FOR OCCUPATIONAL OUTLOOK REPORT**

The information in this report can be used by a variety of organizations and individuals for many different purposes. Some possible uses are listed below.

Career Decisions	Career counselors and job seekers can make informed occupational choices based on skills, abilities, interests, education and personal needs. The localized information is easy to read and includes employer requirements and preferences, wages, labor demand and sources of employment.
Program Planning	This report provides local planners and administrators with employment, training and placement data, as well as occupational size and

expected growth rates. Program planners can use this data to evaluate, improve and eliminate programs, or to plan new programs.

#### Curriculum Design

Training providers can assess and update their curriculum based on current employer needs and projected trends, as indicated in this report.

#### Economic Development

Local government agencies and economic development organizations will find information on the labor pool, such as occupational size, expected growth rates and wages, useful in determining the potential for business growth and development in our labor market area.

#### Program Marketing

Training providers can effectively market their programs by informing students, employers and others that the opportunities for job placement are much greater because their training programs are developed using reliable local occupational data.

#### Human Resource Management

Small business owners and large corporate human resource directors alike can use this report to help determine competitive wages and benefits, improve their recruitment methods and assess the availability of qualified workers for business relocation or expansion purposes.

This report is intended to be used as a reliable reference on which to base these and many other decisions. Please contact the Santa Cruz County Private Industry Council at (408) 454-4080 if you have questions or require clarification of this labor market information.

## **OCCUPATIONAL SELECTION**

The occupations studied for this program were selected at community meetings attended by members of the Santa Cruz County Private Industry Council, Community Colleges, GAIN, and other employment service providers. The selection made was based on the needs of local users of occupational information and the general client population they serve. Local CCOIS users include, but are not limited to, vocational counselors, educators and employment training specialists. (For a detailed explanation of the occupational selection process, refer to program methodology.)

## **OVERVIEW: OCCUPATIONAL SUMMARIES**

The Occupational Summaries present a summary of the project findings that are specific to each occupation. Major sections include:

- The Occupational Title/Description
- Employment Trends, including size
- Supply/Demand Assessment
- Principle Employing Industries
- Wages/Fringe Benefits
- Training, Experience, and Other Requirements

For these summaries, the following terms have specific meanings. These are:

- Most: This reflects more than 50% of survey respondents.
- Many: This reflects 35% - 50% of survey respondents.
- Some: This reflects 10% - 34% of survey respondents.

## SIZE OF OCCUPATION

This is a relative term used to describe the size of a particular occupation. The designation is based on the size of the work force in the county. The size of an occupation in Santa Cruz County is represented by the following ranges.

Small	less than 138
Medium	138 to 275
Large	276 to 598
Very Large	599 and above

The size of the occupation is important because it is a determining factor in the number of jobs available. Occupational size for an occupation must be considered in conjunction with the rate of growth for that occupation to determine the number of jobs which may be available.

For most occupations, a greater number of openings are created as a result of workers leaving the labor force (attrition) or changing occupations than are created from industry growth. Replacement openings are highest in occupations which require little training, or pay lower wages.

The figures for Occupation Size were obtained from EDD Projections of Employment, Santa Cruz, 1992-1998.



## EMPLOYMENT TRENDS

This is a description of the expected rate of growth for the outlook period, 1992-1998. LMID projected a growth rate of 15.2% for Santa Cruz County during this seven year period (total nonagricultural employment). This rate of growth is substantially lower than the 23.2 projected in the 1989-96 Projections of Employment.

One of the following terms will describe the growth trend for each specific occupation.

Much faster than average	=	1.50 times average or higher or greater than 34.41%
Faster than average	=	1.10 to 1.49 times average or 25.19% - 34.41%
Average	=	.91 to 1.09 times average or 21.02% - 25.18%
Slower than average	=	.90 times average or less or below 21.02%

## SUPPLY/DEMAND ASSESSMENT

The terms presented in this section of the summary refer to the relative difficulty employers have in finding qualified applicants. The terms used in describing the local supply/demand conditions in the area currently are defined as follows.

Great difficulty: Demand is considerably greater than the supply of qualified applicants. Employers often cannot find qualified applicants when an opening exists.

Some difficulty: Demand is somewhat greater than the supply of qualified applicants. Employers may at times have some difficulty finding qualified applicants.

Little difficulty: Supply is somewhat greater than demand for qualified applicants, and applicants may experience competition in job seeking.

No difficulty: Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for applicants.

This section lists supply/demand terms separately for experienced and inexperienced workers.

Principle Employing Industries tells the reader where the jobs are in relation to the employers responding to the survey in Santa Cruz County.

## **WAGES AND FRINGE BENEFITS**

The wage data enables comparison of salary information for different occupations through three salary ranges. Keep in mind that this data is not intended to represent official prevailing wages. The data is based on employer surveys.

The three ranges are as follows:

New hires, no experience: The wages of persons trained but with no paid experience in the occupation.

New hires, experienced: The starting wage paid to journey level or experienced persons just starting at the firm.

Experienced, after three years:      The wages paid to persons with three years journey-level experience at the same firm.

Fringe benefits included by employers in a compensation package, such as a paid vacation or medical insurance, are also described in this section.

## **TRAINING, EXPERIENCE AND OTHER REQUIREMENTS**

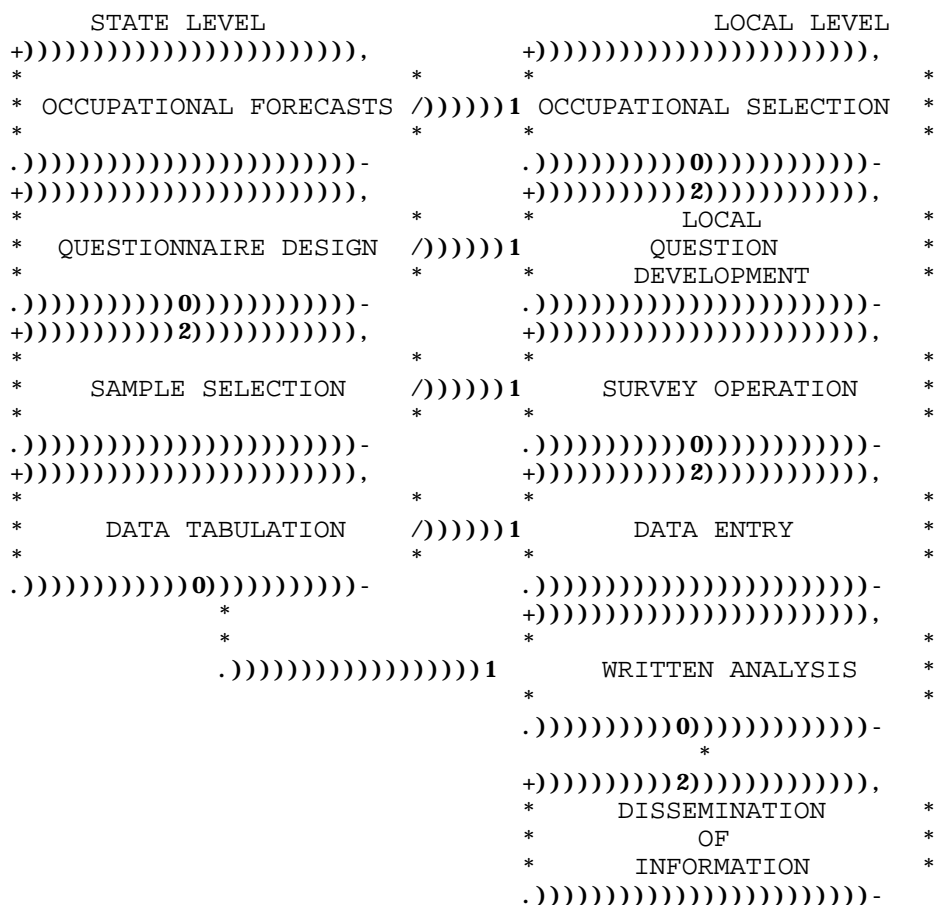
This section of the Occupational Summary describes the relative importance of training, education, and work background, including computer skills, licenses, and other qualifications necessary for finding employment in a particular occupation. Entry Level Qualifications was not based on survey results. This section contains occupational information provided by the EDD/LMID, representing typical skills thought needed for job entry. This section contains occupational information provided by the EDD/LMID, representing typical skills deemed important for job entry.

## **OTHER INFORMATION**

Included under this heading will be additional information concerning each occupation. It may include the hours worked per week, or the percentage of full and part time employment. Union employment in an occupation is noted here, as applicable. Any shift shortages are noted. Unusual training requirements are noted, as well as recruitment practices. Also listed is the DOT Code number which will provide users with other sources of information about the occupation.

## PROGRAM METHODOLOGY

A cooperative effort between the state LMID and the Santa Cruz PIC, the processes of the CCOIS Program can be diagrammed as coordinating activities occurring on the state and local levels. Such a diagram is shown below, and a detailed explanation follows.



## **OCCUPATIONAL SELECTION**

A community meeting was held to select the occupations studied for this program. In advance of this meeting, the Santa Cruz Private Industry Council (PIC) provided all those invited to attend with a list of potential occupations meeting program goals. This list served as a basis for discussion, and additional local criteria were established at the meeting to assist in narrowing the list to the required number. The criteria are as follows:

- ~ 100% require two years or less of training
- ~ At least 50% provide a liveable wage for single heads of households with dependent children
- ~ Offer upward career mobility or entrepreneur potential
- ~ Projected 100 or more openings, 1992-1998
- ~ Be of importance in the local labor market

These criteria served as guidelines. Exceptions to the criteria were made for specific occupations when study of the occupation met program goals in general.

The projected openings are based on Projections of Employment 1992-1998, developed by LMID for Santa Cruz County. These tables give 1992 employment by occupation and the projected seven year growth and separation figures for occupations in the county where employment exceeds 30.

This program year, the Santa Cruz Private Industry Council received requests from area agencies requesting that specific occupations be studied. The CCOIS program makes every attempt to be responsive to local needs.

## **SURVEY PROCEDURES**

### **QUESTIONNAIRE DEVELOPMENT**

After selection of the occupations for study, questions were chosen for each. Some questions are common to all occupations, and others are specific to each individual occupation. These questions were developed by LMID staff, and reviewed by the Santa Cruz Private Industry Council (PIC) staff.

### **SAMPLE SELECTION**

LMID provided Santa Cruz with the initial employer sample selection. Using detailed data bases on employers and occupational staffing within industries, a representative sample of employers was chosen for each occupation. The sample was carefully reviewed by the Santa Cruz PIC staff. At this time, employers known to be no longer in business were eliminated from the sample. Those firms included in the sample which had relocated out of the county were also eliminated from the sample.

When necessary, additional employers were added by the Santa Cruz PIC staff with the goal of achieving a minimum sample size of 30 employers. Occupations which have a smaller sample size have been included in this study because of their importance in the local labor market and the area's economy.

## **DATA COLLECTION**

Questionnaires were mailed to all firms in the samples, with a cover letter explaining the LMI program, and a return envelope. Confidentiality of all information received from employers was insured. A number of firms promptly returned completed questionnaires.

Telephone follow-up enabled the Santa Cruz PIC to meet the response goal established for the program. For several occupations it became necessary to add additional firms to the sample in order to achieve the required number of responses.

The Santa Cruz PIC collected information from area employers between the months of August 1995 and December 1995.

All questionnaires were reviewed by the program analyst to monitor accuracy and completeness. Employers were contacted if there were inconsistencies, or if clarification was required. A sample from each occupation was also reviewed by LMID staff.

## **TABULATION AND RESULTS**

The survey responses were entered into a data base and tabulations were prepared by EDD. Data from these tabulations was analyzed and the final occupational summaries prepared by PIC staff. Each summary provides information on the size of the occupation, wages and fringe benefits, supply/demand assessments, employment trends, training and experience requirements, and other information, all of which has been discussed in the introduction. Specific employer information remains confidential.

**1991-1994 SURVEY OCCUPATIONS**  
**COOPERATIVE LABOR MARKET INFORMATION PROGRAM**  
**SANTA CRUZ PRIVATE INDUSTRY COUNCIL**

PY 1994

Adjustment Clerks  
Assemblers & Fabricators - Except Machine  
Auto Mechanics  
Bookkeeping, Accounting & Audit Clerks  
Data Entry Keyers - Except Composing  
Drafters  
Driver/Sales Workers  
Electronic Repairer - Commercial & Industrial Equipment  
First Line Supervisors/Managers of Mechanics, Installers and Repairs  
General Office Clerk  
Licensed Vocational Nurse and/or Nurses Aides, Orderlies, Attendants  
Maintenance Repairers - General Utilities  
Marketing, Advertising & Public Relations Managers  
Nurses Aides  
Packaging & Filling Machine Operators & Tenders  
Receptionists and Information Clerks  
Sales Agents - Insurance  
Traffic, Shipping, and Receiving Clerks  
Truck Drivers, Heavy or Tractor-Trailer

\*Limited Surveys  
Home Health Care Workers



## PREVIOUSLY SURVEYED OCCUPATIONS

PY 1993

Bartenders

Bus and Truck Mechanics, and Diesel Engine Specialists

Cashiers

Combined Food Preparation and Service Workers

Cooks - Short Order

Dining Room and Cafeteria Attendants, and Bartender Helpers

First Line Supervisors and Manager/Supervisors

- Clerical & Administrative Support Occupations

First Line Supervisors and Manager/Supervisors

- Sales and Related Occupations

Hotel Desk Clerks

Loan and Credit Clerks

Medical Secretaries

Paralegal Personnel

Inspectors, Testers, and Graders - Precision

Sales Agents, Selected Business Services

Stock Clerks - Stockroom, Warehouse, Storage Yard

Typists, Including Word Processing

Waiters and Waitresses

Wholesale and Retail Buyers - Except Farm Products

Writers and Editors

\*Limited Surveys:

Hazardous Waste Materials Technicians

Instructors, Physical Training

PY 1992

Agricultural Sales Workers  
Amusement/Recreation Attendants  
Animal Caretakers - Except Farm  
Automotive Body and Related Repairers  
Bakers - Bread and Pastry  
Computer Systems Analysts  
Dental Hygienists  
Farm Equipment Mechanics  
Financial Managers  
Floral Designers  
Machinists  
Orchard/Vineyard Workers  
Pharmacy Assistants  
Pest Controllers & Assistants  
Plumbers, Pipefitters and Steamfitters  
Radiologic Technologists  
Registered Nurses  
Sales Persons - Retail  
Secretaries - General  
Title Searchers  
Travel Agents  
Vegetable/Field Crop Farmworkers  
Welfare Eligibility Workers and Interviewers

PY1991

Accountants and Auditors  
Child Care Workers  
Dental Assistants  
Electrical and Electronic Assemblers  
Electrical and Engineering Technicians and Technologists  
Electricians  
Food Service Managers  
Hairdressers, Hairstylists, and Cosmetologists  
Hand Packers and Packagers  
Helpers - Carpenters and Related  
Home Health Care Workers  
Instructional Aides  
Legal Secretaries  
Lodging Managers  
Medical Assistants  
Painters, Paperhangers - Construction and Maintenance  
Physical Therapy Aides  
Physical Therapist Assistants  
Preschool Teachers  
Sheet Metal Workers  
Switchboard Operators  
Truck Drivers, Heavy or Tractor Trailer

## Occupation Summary Tables

# Bill and Account Collectors

OES Code 535080

Bill and Account Collectors locate and notify customers of delinquent accounts by mail, telephone, or personal visit to solicit payment. Their duties include receiving payment and posting amounts to customer's account; sending statements to the credit department if the customer fails to respond, initiating repossession proceedings or service disconnection, and keeping records of collection and status of accounts. Does not include collectors of money from coin boxes.

Alternate titles reported by employers for this occupation include: Collection Specialist, Billing Representatives, Collectors, Loan Service Counselor, Loan Adjustment Representatives.

## Employment Trends

**Occupational Forecast:** ~                      1992      1998      Change      Separations

Size: Medium    120          170          50          10

Approximate Growth Rate: 42% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

## Principle Employing Industries

	Percent	SIC
1. Adjustment and Collection Services	32%	7322
2. Credit Reporting Services	26%	7323

## Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 6.00 - 10.75	\$ 7.48
New, with Experience:	\$ 8.00 - 13.25	\$ 8.88
3 years + with Firm:	\$ 9.50 - 15.50	\$ 11.25

Few firms also pay commissions.

**Fringe Benefits:** All employers surveyed provide full-time employees medical insurance, paid sick leave, and paid vacation. Most employers provide full-time employees dental insurance, retirement plans, and life insurance. Many employers also provide vision insurance. Some employers provide paid sick leave, paid vacation and retirement plans to part-time employees.

## Bill and Account Collectors

OES Code 535080

Training, Experience and  
Other Requirements

**Educational Background:** Employers report most recent hires have some college but no degree. Some employers report recent hires have a high school diploma or equivalent.

**Computer Software Skills:** Most employers surveyed seek employees with spreadsheet skills, many employers seek employees with database skills, and some employers seek employees with word processing skills.

**Entry Level Qualifications:** **Technical:** Ability to: Interview others for information, to follow billing procedures, to write effectively, to type at least 45 wpm, to use a calculator. **Knowledge of:** Business math, record keeping, bookkeeping skills, telephone answering skills. **Personal or Other:** Customer service skills, public contact skills, ability to work independently.

**Related Work Experience:** Most employers surveyed require between 6-24 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 18 hours a week.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Supervisor and Management.

**Recruitment:** Most employers surveyed report recruiting via newspaper ads and employee referrals. Many employers also use in-house promotion or transfer.

**Dot Code****Title**

241.357-010 Collection Clerk

241.367-010 Collector

241.367-022 Repossessor

## Child Care Workers

OES Code 680380

Child Care Workers attend children at school, businesses, and institutions performing a variety of tasks, such as dressing, feeding, bathing and overseeing play. This does not include workers whose primary function is to teach in a structured setting.

Alternate titles reported by employers for this occupation include: Child Care Attendant, Teacher, Teacher Aide, Care Provider, Aide.

### Employment Trends

**Occupational Forecast:** ~ 1992 1998 Change Separations

Size: Medium 120 180 60 10

Approximate Growth Rate: 50% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

### Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition is job seeking.

### Principle Employing Industries

	Percent	SIC
1. Child Day Care Services	38%	8351
2. Residential Care	30%	8361
3. Civic, Social and Fraternal Associations	20%	8641

### Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 4.75 - 7.00	\$ 6.00
New, with Experience:	\$ 4.75 - 8.50	\$ 7.00
3 years + with Firm:	\$ 6.00 - 11.00	\$ 8.95

**Fringe Benefits:** All employers surveyed provide full-time employees medical insurance. Most employers surveyed provide full-time employees dental insurance, paid vacation, paid sick leave, vision insurance, and life insurance.

# Child Care Workers

OES Code 680380

## Training, Experience and Other Requirements

**Educational Background:** Employers report most recent hires have attained an Associate degree or Bachelors degree. Some employers report recent hires with some college but no degree. Few employers report recent hires with a high school or equivalency diploma. Advanced education is usually preferred in this occupation. Most employers report a possession of an Early Childhood Development Certificate, or college credits in Early Childhood Education as a requirement for employment consideration.

**Computer Software Skills:** Most employers seek employees with some knowledge of computers.

**Entry Level Qualifications:** **Technical:** Ability to: Administer emergency first aid, to write effectively. **Knowledge of:** Early childhood development. **Personal or Other:** Ability to: Handle crisis situations, work independently, work under pressure, exercise patience. Understanding of a variety of cultures.

**Related Work Experience:** Most employers surveyed require between 6-20 months related work experience. Many employers will "usually" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 41 hours. Most employers offer part-time work averaging 23 hours per week.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Supervisor, Program Coordinator and Teacher/Aide.

**Recruitment:** Most employers surveyed report recruiting via newspaper ads and employee referrals. Some employers also hire unsolicited applicants or use in-house promotion or transfer.

### **Dot Code**

### **Title**

355.674-010 Child Care Attendant, School  
359.677-010 Attendant, Children's Institution  
359.677-018 Nursery School Attendant



## Computer Programmers, Including Aides

OES Code 251051

Computer Programmers convert symbolic statements of administrative data, business, scientific, engineering and other technical problem formulations into detailed logical flow charts for coding into computer language. They develop and write computer programs to store, locate, and retrieve specific documents, data, and information.

Alternate titles reported by employers for this occupation include: Software Engineer, Programmer, and Software Technical Staff.

## Employment Trends

**Occupational Forecast:** ~ 1992 1998 Change Separations

Size: Large 370 490 120 50

Approximate Growth Rate: 32% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

## Principle Employing Industries

	Percent	SIC
1. Prepackaged Software	63%	7372
2. Computer Programming Services	28%	7371

## Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 11.00 - 19.25	\$ 15.34
New, with Experience:	\$ 15.00 - 24.00	\$ 19.18
3 years + with Firm:	\$ 21.25 - 31.25	\$ 23.49

**Fringe Benefits:** All employers surveyed provide full-time employees medical benefits. Most employers provide dental insurance, life insurance, paid sick leave, paid vacation, vision insurance and retirement plans.

## Computer Programmers, Including Aides

OES Code 251051

### Training, Experience and Other Requirements

**Educational Background:** Employers report that most recent hires have Bachelor degrees.

**Computer Software Skills:** Some employers surveyed seek employees with word processing, spreadsheet, database and desktop publishing skills. Most employers seek employees with computer skills related to the specific projects assigned.

**Entry Level Qualifications:** **Technical:** Ability to: write documentation of computer procedures, write, edit, and debug computer programs for business, use assembly language, use fourth generation computer languages, write effectively **Knowledge of:** Scientific programming, mainframe hardware and operating systems, mini computer hardware and operating systems, engineering programming, statistical programming. **Personal:** Ability to: Work independently, work under pressure. Certified training program completion.

**Related Work Experience:** Most employers surveyed require 12-36 months related work experience. Many employers report that they will not substitute training for related work experience. Many employers report that they "sometimes" substitute training for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 41 hours. Some employers report part-time positions which average 22 hours per week.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Senior Programmer, Lead Programmer, and Manager.

**Recruitment:** Most employers surveyed report recruiting via employees' referrals. Many employers recruit via newspaper ads, hire unsolicited applicants, and some recruit via private employment agencies and in-house promotion or transfer.

### **Dot Code**

### **Title**

030.162-010 Computer Programmer

030.162-018 Programmer, Engineering and Scientific

## Data Processing Equipment Repairers

OES Code 857050

Data Processing Equipment Repairers repair, maintain and install electronic computers (mainframes, minis, and micros), peripheral equipment, and word processing systems. Does not include Non-Data Processing Equipment Repairers.

Alternate titles reported by employers for this occupation include: Technician, Hardware Support Technician, Computer Technician, and Technical Specialist.

## Employment Trends

**Occupational Forecast:** ~      1992      1998      Change      Separations

Size: Small      60      90      30      0

Approximate Growth Rate: 50% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

## Principle Employing Industries

	Percent	SIC
1. Computer Peripheral Equipment Suppliers	40%	5045
2. Computer Maintenance and Repair	33%	7378
3. Computer Integrated Systems Design	13%	7373

## Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 7.00 - 11.50	\$ 9.49
New, with Experience:	\$ 8.50 - 15.00	\$ 11.50
3 years + with Firm:	\$ 11.00 - 20.00	\$ 14.50

**Fringe Benefits:** All employers surveyed provide full-time employees medical insurance and paid vacation. Most employers surveyed provide full-time employees dental insurance, paid sick leave, and life insurance. Many employers also offer vision insurance and retirement plans.

## Data Processing Equipment Repairers

OES Code 857050

Training, Experience and  
Other Requirements

**Educational Background:** Employers surveyed report that all recent hires have some college, but no degree, an Associate of Arts degree or a Bachelor degree. Advanced education is preferred in this occupation.

**Computer Software Skills:** Most employers surveyed seek employees with spreadsheet, and desktop publishing skills. Many employers seek employees with database and word processing skills.

**Entry Level Qualifications:** **Technical:** Ability to: Use analog and digital computers, operate electronics testing equipment, use diagnostic programs, operate peripheral equipment, write effectively and keep records. **Knowledge of:** Mainframe hardware and operating systems, microcomputer hardware and operating systems, microcomputer hardware and operating systems. **Personal or Other:** Ability to: Work independently and public contact skills.

**Related Work Experience:** All employers surveyed require 6-12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 40 hours.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Manager, and Supervisor.

**Recruitment:** Many employers surveyed report recruiting via newspaper ads, employees' referrals, and hiring unsolicited applicants. Some employers also recruit by in-house promotion or transfer, public school or program referrals or private employment agencies.

**Dot Code****Title**

633.261-010

Assembly Technician

828.261-014

Field Service Engineer

Dental Assistants

OES Code 660020

Dental Assistants assist the dentist at the chair by preparing patients and equipment, keeping records, and performing related duties as required.

Alternate titles reported by employers for this occupation include: Chairside Assistant, Sterilization Assistant and Treatment Coordinator.

Employment Trends	<b>Occupational Forecast:</b> ~	1992	1998	Change	Separations
	Size: Medium	210	260	50	30
	Approximate Growth Rate: 24% Much faster than average				
	~ Projections of Employment 1992-1998, LMID/EDD				
Supply/Demand Assessment	<b>Experienced:</b> Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding applicants at times.				
	<b>Inexperienced:</b> Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.				
Principal Employing Industries				Percent	SIC
	1. Offices and Clinics of Dentists			100%	8021
Wages/Fringe Benefits		<i>Range</i>		<i>Median</i>	
	New no Experience:	\$ 5.50 - 10.00		\$ 8.00	
	New, with Experience:	\$ 8.00 - 15.00		\$ 10.23	
	3 years + with Firm:	\$ 10.00 - 18.25		\$ 14.00	
	<b>Fringe Benefits:</b> Most employers surveyed provide full-time employees paid vacation, paid sick leave, medical insurance and a retirement plan. Many employers surveyed provide dental insurance and life insurance. Some employers offer paid sick leave, paid vacation, dental insurance, and retirement plans to part-time employees.				

## Dental Assistants

OES Code 660020

### Training, Experience and Other Requirements

**Educational Background:** Employers report that many recent hires have some college but no degree, or a high school diploma or equivalent.

**Computer Software Skills:** Most employers report seeking employees with spreadsheet knowledge. Some employers seek employees with database and word processing skills.

**Entry Level Qualifications:** **Technical:** Ability to: Do ultrasonic scaling, complete and explain insurance forms, perform or assist with dental procedures, follow billing procedures. **Knowledge of:** Dental materials. **Personal or Other:** Public contact skills. Possession of a Radiation Safety Certificate, Possession of a Registered Dental Assistant (RDA) Certificate.

**Related Work Experience:** Most employers surveyed require 6-12 months related experience. Most employers will "sometimes" substitute training for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 38 hours. Most employers report part-time work averaging 26 hours per week.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Front Office, Office Manager and Business Assistant.

**Recruitment:** Most employers surveyed report recruiting via newspaper ads and employee referrals. Some employers recruit via public school or program referrals and hire unsolicited applicants.

### **Dot Code**

### **Title**

079.361-018

Dental Assistant

## Dental Hygienists

OES Code 329080

Dental Hygienists perform dental prophylactic treatments and instruct groups and individuals in the care of the teeth and mouth.

Alternate titles reported by employers for this occupation include: Registered Dental Hygienist (RDH), and Hygienist.

## Employment Trends

<b>Occupational Forecast:</b> ~	1992	1998	Change	Separations
Size: Small	120	150	30	10
Approximate Growth Rate: 25% Much faster than average				
~ Projections of Employment 1992-1998, LMID/EDD				

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

## Principal Employing Industries

	Percent	SIC
1. Offices and Clinics of Dentist	100%	8021

## Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New no Experience:	\$ 25.00 - 30.00	\$ 25.25
New, with Experience:	\$ 25.00 - 30.00	\$ 29.69
3 years + with Firm:	\$ 25.50 - 36.00	\$ 33.50

**Fringe Benefits:** Most employers surveyed provide full-time employees paid vacation, and medical insurance. Many employers provide dental insurance. Some employers provide retirement plans, paid sick leave, life insurance and vision insurance. Many employers surveyed provide part-time employees paid sick leave and paid vacation. Some employers provide part-time employees medical, vision, dental and life insurance.

## Dental Hygienists

OES Code 329080

### Training, Experience and Other Requirements

**Educational Background:** Employers report that most recent hires have Associate of Arts degrees.

**Computer Software Skills:** Most employers surveyed report seeking employees with some knowledge of computers. Some employers seek employees with spreadsheet and data base knowledge.

**Entry Level Qualifications:** **Technical:** Ability to: Follow laboratory procedures, perform or assist with dental procedures. **Knowledge of:** Anesthesiology, supervisory skills, record keeping. **Personal or Other:** Public contact skills, ability to work independently, possession of a Radiation Safety Certificate.

**Related Work Experience:** Most employers surveyed require 6-24 months related experience. Most employers will "sometimes" substitute training for work experience.

*Other Information:*

**Hours:** Employers report that most employees work part-time averaging 16 hours per week. Some full-time positions are available and average 36 hours per week.

**Promotional Opportunities:** Most employers surveyed do not offer promotional opportunities.

**Recruitment:** Most employers surveyed report recruitment via newspaper ads, and employees' referrals. Many employers hire unsolicited applicants and some recruit employees through public school and program referrals.

**Additional Information** Dental Hygienist is a licensed occupation, and requires graduation from an American Dental Association accredited dental hygiene program.

### **Dot Code**

### **Title**

078.361-010 Dental Hygienist



## Dietitians and Nutritionists

OES Code 325210

Dietitians and Nutritionists organize, plan, and conduct food service or nutritional programs to assist in promotion of health and control of disease. They may administer activities of department providing quantity food service. They may plan, organize, and conduct programs in nutritional research.

Alternate titles reported by employers for this occupation include: Nutritional Consultant, Registered Dietician, Food Service Manager, Clinical Dietician, and Health Nutrition Specialist.

Employment Trends      **Occupational Forecast:** ~      1992      1998      Change      Separations

Size: Small      50      60      10      10

Approximate Growth Rate: 20% Faster than average

~ Projections of Employment 1992-1998, LMID/EDD

Supply/Demand Assessment      **Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Principal Employing Industries	Percent	SIC
1. Elementary and Secondary Schools	29%	8211
2. Individual and Family Social Services	29%	8322
3. Skilled Nursing Care Facilities	12%	8051

Wages/Fringe Benefits	Union	Median	Non Union	Median
New no Experience:	\$ 12.00 - 12.00	\$ 12.00	\$ 6.75 - 19.25	\$ 12.08
New, with Experience:	\$ 15.00 - 15.00	\$ 15.00	\$ 7.25 - 21.75	\$ 15.00
3 years + with Firm:	\$ 17.00 - 17.00	\$ 17.00	\$ 8.25 - 23.25	\$ 17.25

**Fringe Benefits:** All employers surveyed provide full-time employees medical insurance, dental insurance, life insurance and paid sick leave. Most employers surveyed provide vision insurance, paid vacation and retirement plans.

## Dietitians and Nutritionists

OES Code 325210

### Training, Experience and Other Requirements

**Educational Background:** Employers report that most recent hires have Bachelor degrees. Some employers report recent hires with Associate degrees and Graduate degrees.

**Computer Software Skills:** Most employers surveyed seek employees with spreadsheet skills. Many employers seek employees with database and word processing skills.

**Entry Level Qualifications:** **Technical:** Ability to: modify menus because of dietary restrictions, prepare client meal plans, teach principles of food and nutrition, plan and organize the work of others. **Knowledge of:** food science, food characteristics. **Personal or Other:** Ability to: relate to patients, handle crisis situations. Understanding of a variety of cultures.

**Related Work Experience:** Most employers surveyed usually require between 12-24 months related work experience. Many employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that all employees work full-time with an average work week of 40 hours.

**Promotional Opportunities:** Many employers surveyed report promotional opportunities to positions such as Dietician Coordinator, and Food Service Manager.

**Recruitment:** All employers surveyed report recruiting via newspaper ads. Many employers recruit via employees' referrals and some recruit from public school or program referrals, in-house promotion or transfer, and unsolicited applicants.

### **Dot Code**

### **Title**

077.117-010 Dietitian  
077.127-014 Clinical Dietitian  
319.137-010 Food Service Supervisor

# Electrical & Electronic Engineering Technicians OES Code 225050

Electrical and Electronic Engineering Technicians and Technologists apply electrical and electronic theory and related knowledge to design, build, test, repair, and modify developmental, experimental, or production electrical equipment in industrial or commercial plants for subsequent use by engineering personnel in making engineering decisions. Does not include workers who only repair electronic equipment.

Alternate titles reported by employers for this occupation include: Engineering Technician, Electronic Technician, and Manufacturing Technician.

## Employment Trends

<b>Occupational Forecast:</b> ~	1992	1998	Change	Separations
Size: Very Large	560	680	120	40
Approximate Growth Rate: 21% Faster than average				
~ Projections of Employment 1992-1998, LMID/EDD				

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some to great difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

## Principal Employing Industries (Santa Cruz County)

	Percent	SIC
1. Computer Storage Devices	79%	3572

## Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New no Experience:	\$ 8.75 - 11.50	\$ 9.00
New, with Experience:	\$ 10.00 - 15.25	\$ 11.25
3 years + with Firm:	\$ 14.00 - 17.25	\$ 16.00

**Fringe Benefits:** All employers surveyed provide full-time employees medical insurance and dental insurance. Most employers surveyed provide paid sick leave, paid vacation, vision insurance, life insurance and retirement plans.

## Electrical & Electronic Engineering Technicians OES Code 225050

### Training, Experience and Other Requirements

**Educational Background:** Employers report many recent hires have Associate degrees, and many have some college but no degree.

**Computer Software Skills:** Most employers surveyed seek employees with spreadsheet skills and many employers seek employees with database skills.

**Entry Level Qualifications:** **Technical:** Ability to: Operate electric and electronics testing equipment, write, edit, and debug computer programs, read schematics, read working drawings, write effectively. **Knowledge of:** Algebra, geometry, trigonometry, electronic technology, electronic circuitry, physics. **Personal or Other:** Ability to: Work independently.

**Related Work Experience:** Most employers surveyed require between 6-36 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that all employees work full-time, with an average work week of 41 hours.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Engineer, Technical Specialist, and Field Technicians.

**Recruitment:** Most employers surveyed report recruiting via newspaper ads and employees' referrals. Some report recruiting through private employment agencies, in-house promotion or transfer, unsolicited applicants, private and public schools and the Employment Development Department.

### **Dot Code**

### **Title**

003.161-014  
007.161-026

Electronics Technician  
Engineering Technician

## Insurance Claims Clerks

OES Code 533110

Insurance Claims Clerks obtain claims information from insured or designated persons to settle claims with their insurance carrier.

Alternate titles reported by employers for this occupation include: Insurance Secretary, Service Representative, and Patient Account Clerk.

## Employment Trends

<b>Occupational Forecast:</b> ~	1992	1998	Change	Separations
Size: Small	60	80	20	0
Approximate Growth Rate: 33% Much faster than average				
~ Projections of Employment 1992-1998, LMID/EDD				

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

## Principal Employing Industries

	Percent	SIC
1. Offices and Clinics of Doctors of Medicine	88%	8011
2. Insurance Agents, Brokers, and Service	10%	6411

## Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New no Experience:	\$ 7.50 - 10.00	\$ 8.00
New, with Experience:	\$ 8.50 - 13.00	\$ 10.00
3 years + with Firm:	\$ 9.75 - 15.00	\$ 12.50

**Fringe Benefits:** All employers surveyed provide full-time employees medical insurance, paid sick leave, and paid vacation. Most employers surveyed provide retirement plans and life insurance, and many provide dental insurance. Some employers provide vision insurance. Some employers also provide some benefits to part-time employees.

## Insurance Claims Clerks

OES Code 533110

Training, Experience and  
Other Requirements

**Educational Background:** Employers report most recent hires have a high school diploma or equivalent, and many recent hires have college but no degree.

**Computer Software Skills:** Many employers surveyed seek employees with spreadsheet and database skills. Some employers seek employees with word processing, and electronic billing skills.

**Entry Level Qualifications:** **Technical:** Ability to: Use good business English, complete and explain insurance forms, interpret policy coverage, operate 10-key adding machine by touch, interview others for information, follow billing procedures, write effectively. **Knowledge of:** Medical terminology, insurance terminology, alphabetic and numeric filing. **Personal or Other:** Public contact skills.

**Related Work Experience:** Most employers surveyed require between 6-24 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 40 hours. Part-time positions are available, and average 26 hours per week.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Supervisor.

**Recruitment:** All employers surveyed report recruiting via newspaper ads. Most employers surveyed also report recruiting via employees' referrals, in-house promotion or transfer, and the Employment Development Department. Some employers also recruit via private and public schools, some private employment agencies, and hire unsolicited applicants.

**Dot Code****Title**

241.362-010 Claims Clerk I  
205.367-018 Claims Clerk II

# Medical and Clinical Laboratory Assistants

OES Code 329050

Medical and Clinical Laboratory Assistants perform routine tasks in a medical laboratory. They may set up and operate automated equipment which does not require interpretation or judgement to read the results. They may label, centrifuge, and transfer specimens, transcribe results, and prepare culture media and reagents. They may also perform venipuncture if certified to do so. They work under the supervision of a Medical Laboratory Technologist.

Alternate titles reported by employers for this occupation include: Medical Lab Assistant, Lab Technician, and Medical Assistant.

## Employment Trends

**Occupational Forecast:** ~ 1992 1998 Change Separations

Size: Small 30 40 10 0

Approximate Growth Rate: 33% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

## Principal Employing Industries

	Percent	SIC
1. General Medical and Surgical Hospitals	83%	8062
2. Medical Laboratories	10%	8071

## Wages/Fringe Benefits

	<i>Union</i>	<i>Median</i>	<i>Non Union</i>	<i>Median</i>
New no Experience:	\$ 9.00 - 9.00	\$ 9.00	\$ 7.00 - 10.00	\$ 10.00
New, with Experience:	\$ 11.00 - 11.00	\$ 11.00	\$ 8.00 - 12.50	\$ 10.25
3 years + with Firm:	\$ 12.00 - 12.00	\$ 12.00	\$ 9.50 - 14.00	\$ 11.25

**Fringe Benefits:** Most employers surveyed provide full-time employees medical insurance, dental insurance, vision insurance, paid sick leave and paid vacation. Most employers provide life insurance and retirement plans. Some employers offer these benefits to part-time employees.

## Medical and Clinical Laboratory Assistants

OES Code 329050

### Training, Experience and Other Requirements

**Educational Background:** Employers report most recent hires have a high school diploma or equivalent. Many employers report recent hires have some college but no degrees.

**Computer Software Skills:** Most employers surveyed seek employees with database skills. Some employers seek employees with spreadsheet skills.

**Entry Level Qualifications:** **Technical:** Ability to: Operate percision laboratory equipment, apply sterilization techniques, draw blood, use computer applications. **Knowledge of:** Medical terminology and record keeping. **Personal or Other:** Ability to: Pay attention to detail, work independently.

**Related Work Experience:** Most employers surveyed require 6 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 40 hours. Part-time positions are available, and average 27 hours per week.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Medical Technologist, and Lab Assistant I, II, III.

**Recruitment:** Most employers surveyed report recruitment via employees' referrals, and unsolicited applicants. Many employers recruit via in-house promotion or transfer, newspaper ads and school or program referrals.

### **Dot Code**

### **Title**

078.687-010 Laboratory Assistant, Blood and Plasma  
079.362-010 Medical Services



## Medical Records Technicians

OES Code 329110

Medical Records Technicians compile and maintain medical records of hospital and clinic patients

Alternate titles reported by employers for this occupation include: Medical Records Clerk, Patient Files Clerk, Office Assistant, and Medical Records Assistant.

### Employment Trends

<b>Occupational Forecast:</b> ~	1992	1998	Change	Separations
Size: Small	50	70	20	10

Approximate Growth Rate: 40% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

### Supply/Demand Assessment

**Experienced:** Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

**Inexperienced:** Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

### Principal Employing Industries

	Percent	SIC
1. Offices and Clinics of Doctors of Medicine	75%	8011
2. Home Health Care Services	13%	8082
3. Skilled Nursing Care Facilities	5%	8051

### Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New no Experience:	\$ 5.00 - 9.00	\$ 7.50
New, with Experience:	\$ 6.00 - 10.50	\$ 8.25
3 years + with Firm:	\$ 8.00 - 12.00	\$ 9.75

**Fringe Benefits:** Most employers surveyed provide full-time employees paid sick leave, paid vacation, medical insurance, dental insurance, and life insurance. Many employers provide retirement plans and some employers provide vision insurance. Some employers also offer these benefits to part-time employees.

## Medical Records Technicians

OES Code 329110

Training, Experience and  
Other Requirements

**Educational Background:** Employers report that most recent hires have a high school diploma or equivalent. Employers also report that some recent hires have some college but no degree.

**Computer Software Skills:** Most employers surveyed seek employees with spreadsheet skills. Some employers seek employees with database and word processing skills.

**Entry Level Qualifications:** **Technical:** Ability to: Transcribe medical records and reports, follow medical records control procedures, apply JCAH and Title 22 rules and regulations, write effectively, type 45 wpm. **Knowledge of:** Physiology, anatomy, disease processes, medical terminology, DRGs, CPT-4 coding, ICD-9-6M coding. **Personal or Other:** Ability to: Pay attention to detail, work under pressure. Accredited Record Technician (ART) eligibility.

**Related Work Experience:** Most employers surveyed require between 3-12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 40 hours. Employers report part-time employees average 27 hours per week.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Case Manager, Office Manager, and Supervisor.

**Recruitment:** Most employers surveyed report recruiting via newspaper ads. Many employers report recruiting via employees' referrals. Some employers recruit through in-house promotion or transfer, public and private school or programs referrals, Employment Development Department, and hire unsolicited applicants.

**Dot Code****Title**

079.362-014

Medical Records Technician

079.362-018

Tumor Register

Nursery Workers

OES Code 790050

Nursery Workers work in nursery facilities planting, cultivating, harvesting and transplanting trees, shrubs or plants. Does not include workers whose primary duties involve sales or cashiering.

Alternate titles reported by employers for this occupation include: Growers, Order Crew, and Greenhouse Worker.

Employment Trends	<b>Occupational Forecast:</b> ~	1992	1998	Change	Separations
	Size: Medium	140	170	30	30
	Approximate Growth Rate: 21% Faster than average				
	~ Projections of Employment 1992-1998, LMID/EDD				
Supply/Demand Assessment	<b>Experienced:</b> Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.				
	<b>Inexperienced:</b> Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for the applicant.				
Principal Employing Industries				Percent	SIC
	1. Flowers, Nursery Stock, and Florist's Supplies			99%	5193
Wages/Fringe Benefits		<del>Median</del>			
	New no Experience:	\$ 4.25 - 6.00		\$ 5.00	
	New, with Experience:	\$ 4.25 - 7.00		\$ 5.38	
	3 years + with Firm:	\$ 5.75 - 8.00		\$ 6.50	
	<b>Fringe Benefits:</b> Most employers surveyed provide full-time employees paid vacation. Many employers provide medical insurance and life insurance, and some employers provide dental insurance, paid sick leave, and retirement plans.				

Nursery Workers

OES Code 790050

Training, Experience and  
Other Requirements

**Educational Background:** Employers report most recent hires have less than a high school diploma. Employers report that some recent hires have a high school diploma or equivalent.

**Computer Software Skills:** Employers do not seek employees with computer skills.

**Entry Level Qualifications: Technical:** Knowledge of: Horticulture, gardening tools, pesticides and herbicides, pruning. **Personal or Other:** Public contact skills, ability to work independently.

**Related Work Experience:** Most employers surveyed require 6 months related work experience. Some employers report no required work experience. Many employers will "usually" or "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 45 hours. Employers report part-time employees average 24 hours per week.

**Promotional Opportunities:** Many employers surveyed report promotional opportunities to positions such as Driver, and Supervisor.

**Recruitment:** Most employers surveyed report recruiting via employees' referrals. Many employers hire unsolicited applicants, and some recruit through in-house promotion or transfer and via newspaper ads.

<u>Dot Code</u>	<u>Title</u>
405.684-014	Horticultural Worker I
405.687-018	Transplanter, Orchid
408.364-010	Plant-Care Worker

## Pest Controllers and Assistants

OES Code 670080

Pest Controllers and Pest Control Assistants spray or release chemical solutions or toxic gases and set mechanical traps to kill pests and vermin such as mice, termites, and roaches that infest buildings and surrounding areas.

Alternate titles reported by employers for this occupation include: Certified Applicator, Pest Control Technician, Service Technician, and Inspector.

### Employment Trends

**Occupational Forecast:** ~ 1992 1998 Change Separations

Size: Small 30 40 10 10

Approximate Growth Rate: 33% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

### Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some to great difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

### Principal Employing Industries

	Percent	SIC
1. Disinfecting and Pest Control Services	100%	7342

### Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 5.00 - 10.50	\$ 8.00
New, with Experience:	\$ 9.00 - 12.75	\$ 10.00
3 years + with Firm:	\$ 11.00 - 17.50	\$ 12.95

**Fringe Benefits:** Most employers surveyed provide full-time employees medical insurance, paid vacation, and paid sick leave. Many employers surveyed provide dental insurance, and retirement plans, and some employers provide vision insurance and child care.

## Pest Controllers and Assistants

OES Code 670080

Training, Experience and  
Other Requirements

**Educational Background:** Employers report most recent hires have a high school diploma or equivalent. Some employers report recent hires with some college but no degree and Associate degrees.

**Computer Software Skills:** Some employers surveyed seek employees with spreadsheet and word processing skills.

**Entry Level Qualifications:** **Technical:** Ability to: Apply principles of hazardous and toxic waste disposal, read blue prints, implement safe work practices **Personal or Other:** Possession of a Pest Control Applicator Certificate.

**Related Work Experience:** Many employers surveyed require between 6-12 months related work experience. Most employers will "sometimes" substitute training for work experience, and some employers "usually" substitute training for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 40 hours. Some employers report part-time positions which average 20 hours per week.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Supervisor, Assistant Manager, and Branch Manager.

**Recruitment:** Most employers surveyed report recruitment via newspaper ads and employee referrals. Many employers recruit via in-house promotion or transfer and some employers recruit through private employment agencies, Employment Development Department and hire unsolicited applicants.

**Dot Code****Title**

383.684-010	Exterminator Helper
383.364-010	Exterminator, Termite
383.361-010	Fumigator

# Physicians' Assistants

OES Code 325110

Physicians' Assistants provide patient services under the direct supervision and responsibility of a doctor of medicine or osteopathy. They elicit detailed patient histories and do complete physical examinations, reach tentative diagnosis and order appropriate laboratory tests. This occupation requires certification by the National Commission on Certification of Physicians' Assistants and the California State Board of Medical Quality Assurance. Does not include Nurses, or Ambulance Attendants whose training is limited to the application of first aid.

No alternate titles reported by participating employers.

## Employment Trends

<b>Occupational Forecast:</b> ~	1992	1998	Change	Separations
Size: Small	50	60	10	10
Approximate Growth Rate: 20% Faster than average				
~ Projections of Employment 1992-1998, LMID/EDD				

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

## Principal Employing Industries

	Percent	SIC
1. Offices and Clinics of Doctors of Medicine	71%	8011
2. Specialty Outpatient Facilities	29%	8093

## Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 24.00 - 36.00	\$ 25.00
New, with Experience:	\$ 24.00 - 36.00	\$ 29.50
3 years + with Firm:	\$ 26.25 - 38.00	\$ 32.00

**Fringe Benefits:** All employers surveyed provide full-time employees paid sick leave, and paid vacation. Most employers provide medical insurance and some employers provide dental insurance, life insurance and retirement plans.

## Physicians' Assistants

OES Code 325110

Training, Experience and  
Other Requirements

**Educational Background:** Employers report most recent hires have Master degrees.

**Computer Software Skills:** Many employers surveyed seek employees with spreadsheet skills.

**Entry Level Qualifications:** **Technical:** Ability to: Administer injections, administer medications, interview others for information, record condition of patients, maintain progress notes and treatment summaries, assist with examinations **Personal or Other:** Ability to: Relate to patients, work independently, work under pressure.

**Related Work Experience:** Most employers surveyed require 12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work part-time, with an average work week of 17 hours. Employers report that full-time employees work an average of 41 hours per week.

**Promotional Opportunities:** Of employers surveyed none report promotional opportunities.

**Recruitment:** Most employers surveyed report recruiting via employees' referrals. Many employers recruit via public school or program referrals and trade journals.

**Dot Code****Title**

079.364-018 Physicians' Assistant



## Production, Planning and Expediting Clerks

OES Code 580080

The duties of Production, Planning and Expediting Clerks are primarily clerical in nature and involve coordinating and expediting the flow of work and materials within or between departments at an establishment according to production schedules. This includes reviewing and distributing production schedules and work orders, conferring with department supervisors to determine progress of work and completion dates, and compiling reports on progress of work and production problems. Their duties may also include scheduling workers and estimating costs, routing and delivering parts to insure production quotas are met, and scheduling shipment of parts. They may keep inventory of material in departments and insure that merchandise is shipped by vendor on the promised date, and write special orders for services and merchandise.

Alternate titles reported by employers for this occupation include: Production Planner, Production Manager, Production Expediter and Planner.

## Employment Trends

<b>Occupational Forecast:</b> ~	1992	1998	Change	Separations
Size: Medium	140	170	30	20

Approximate Growth Rate: 21% Faster than average

~ Projections of Employment 1992-1998, LMID/EDD

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

## Principal Employing Industries

	Percent	SIC
1. Manufacturing, Computer Storage Devices	34%	3572
2. Manufacturing, Electron Tubes	33%	3671

## Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 6.00 - 9.00	\$ 8.63
New, with Experience:	\$ 8.00 - 17.50	\$ 10.00
3 years + with Firm:	\$ 11.00 - 22.50	\$ 13.00

**Fringe Benefits:** All employers surveyed provide full-time employees medical insurance, dental insurance, paid sick leave and paid vacation. Most employers provide life insurance, vision insurance and retirement plans.

## Production, Planning and Expediting Clerks

OES Code 580080

Training, Experience and  
Other Requirements

**Educational Background:** Employers report that most recent hires have some college but no degree. Employers report that some recent hires have a high school diploma or equivalent.

**Computer Software Skills:** Most employers surveyed seek employees with word processing, database and spreadsheet skills.

**Entry Level Qualifications:** **Technical:** Ability to: Create and implement production plans, plan and organize the work of others, apply material resource planning techniques, analyze data to solve problems, apply inventory control methods, cost estimating, write effectively. Understand FIFO (First-in First-out) inventory management. **Personal or Other:** Ability to: Pay attention to detail, work independently, work under pressure.

**Related Work Experience:** Most employers surveyed require between 6-12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 41 hours.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Deployment Analyst, Production Coordinator, Supervisor, and Manufacturing Planner.

**Recruitment:** Most employers surveyed report recruiting via newspaper ads, in-house promotion, and employees' referrals. Many employers report recruiting via private employment agencies and some recruit through the Employment Development Department.

**Dot Code****Title**

222.367-018	Expediter
221.167-018	Production Scheduler
221.367-042	Material Expediter

## Sheet Metal Workers

OES Code 891320

Sheet Metal Workers fabricate, assemble, install and repair sheet metal products and equipment, such as control boxes, drainpipes, and furnace casings. Their work may involve setting up and operating fabricating machines to cut, bend, and straighten sheet metal; shaping metal over anvils, blocks, or forms using a hammer; operating soldering and welding equipment to join sheet metal parts; and inspecting, assembling, and smoothing seams and joints of burred surfaces.

Alternate titles reported by employers for this occupation include: Sheet Metal Shop Fabricator, Sheet Metal Installer, Sheet Metal Apprentice and Journey Person.

## Employment Trends

**Occupational Forecast:** ~ 1992 1998 Change Separations

Size: Small 40 50 10 10

Approximate Growth Rate: 25% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

## Principal Employing Industries

	Percent	SIC
1. Plumbing, Heating and Air Conditioning	100%	1711

## Wages/Fringe Benefits

	<i>Union</i>	<i>Median</i>	<i>Non Union</i>	<i>Median</i>
New no Experience:	\$ 8.00 - 19.00	\$ 10.00	\$ 8.00 - 8.00	\$ 8.00
New, with Experience:	\$ 13.00 - 25.00	\$ 21.50	\$ 10.00 - 14.00	\$ 12.00
3 years + with Firm:	\$ 18.00 - 28.00	\$ 21.50	\$ 12.00 - 19.00	\$ 16.00

**Fringe Benefits:** All employers surveyed provide full-time employees medical insurance. Most employers provide dental insurance, life insurance, and paid vacation. Many employers provide paid sick leave and retirement plans.

# Sheet Metal Workers

OES Code 801320

## Training, Experience and Other Requirements

**Educational Background:** Employers report most recent hires have a High School diploma or equivalent.

**Computer Software Skills:** Employers responding to survey do not seek employees with computer skills.

**Entry Level Qualifications:** **Technical:** Ability to: Read blueprints, use hand tools. **Knowledge of:** Geometry, trigonometry, mechanical drawing, sheet metal working skills, welding skills, math skills. **Personal or Other:** Possession of mechanical and spatial aptitude.

**Related Work Experience:** Most employers surveyed require between 6-12 months related work experience. Many employers will "sometimes" permit training to substitute for work experience. Some employers will "usually" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 40 hours. Employers surveyed did not report part-time positions.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Journey Person, Installation, and Foreman.

**Recruitment:** Most employers surveyed report recruiting via union hall referrals. Some employers recruit via newspaper ads, in-house promotion or transfer and the Employment Development Department.

### **Dot Code**

### **Title**

804.281-014 Sheet Metal Worker Apprentice  
804.281-010 Sheet Metal Worker

# Technical Writers

OES Code 340050

Technical Writers write or edit technical materials, such as equipment manuals, appendices, and operating and maintenance instructions. They may oversee the preparation of illustrations, photographs, diagrams, and charts and assist in layout work.

Alternate titles reported by employers for this occupation include: Technical Publications, Associate Technical Writer, and Documentation Specialist.

## Employment Trends

**Occupational Forecast:** ~ 1992 1998 Change Separations

Size: Small 70 100 30 10

Approximate Growth Rate: 42% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

## Supply/Demand Assessment

**Experienced:** Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

**Inexperienced:** Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

## Principal Employing Industries

	Percent	SIC
1. Prepackaged Software	70%	7372
2. Computer Storage Devices	20%	3572

## Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 8.50 - 14.25	\$ 13.68
New, with Experience:	\$ 12.00 - 22.25	\$ 16.88
3 years + with Firm:	\$ 14.75 - 24.00	\$ 20.86

**Fringe Benefits:** All employers surveyed provide full-time employees medical insurance, dental insurance, life insurance, and paid sick leave. Most employers provide vision insurance, paid vacation, retirement plans and many provide child care.

# Technical Writers

OES Code 340050

## Training, Experience and Other Requirements

**Educational Background:** Employers report most recent hires have Bachelor degrees.

**Computer Software Skills:** All employers surveyed seek employees with desktop publishing skills, and most employers seek employees with spreadsheet skills. Many also seek employees with word processing skills.

**Entry Level Qualifications:** **Technical:** Ability to: Write and use job specifications for technical jobs, read blueprints, read working drawings, write detailed technical instructions, use graphic software. **Knowledge of:** English grammar, spelling and punctuation, proofreading. **Personal or Other:** Ability to: Meet deadlines, work independently.

**Related Work Experience:** Most employers surveyed require between 6-18 months related work experience. Most employers will "sometimes" substitute training for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 40 hours. Some employers offer part-time positions which average 24 hours per week.

**Promotional Opportunities:** Most employers surveyed report promotional opportunities to positions such as Senior Technical Writer, Writer II, and Marketing.

**Recruitment:** All employers surveyed report recruiting via newspaper ads. Most employers report recruiting via employees' referrals, and in-house promotion or transfer. Some employers use private employment agencies and the Employment Development Department.

### **Dot Code**

### **Title**

131-267-026

Writer, Technical Publications

## Travel Agents

OES Code 430210

Travel Agents plan entire trips for customers of their travel agency. Their duties include determining destinations, modes of transportation, travel dates, costs, accommodations required, and planning, describing, or selling itinerary package tours. Travel Agents may specialize in foreign or domestic service, individual or group travel, specific geographical area, airplane charters, or package tours.

Alternate titles reported by employers for this occupation include: Travel Counselor, Travel Consultant and Sales Agent.

## Employment Trends

**Occupational Forecast:** ~ 1992 1998 Change Separations

Size: Medium 150 220 70 40

Approximate Growth Rate: 46% Much faster than average

~ Projections of Employment 1992-1998, LMID/EDD

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some to great difficulty finding qualified applicants at times.

**Inexperienced:** Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some to great difficulty finding qualified applicants at times.

## Principal Employing Industries

	Percent	SIC
1. Travel Agencies	100%	4724

## Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 5.50 - 8.00	\$ 6.25
New, with Experience:	\$ 5.75 - 10.00	\$ 7.78
3 years + with Firm:	\$ 8.00 - 13.00	\$ 9.21

Some employers surveyed pay a commission based on percentage of sales.

**Fringe Benefits:** Most employers surveyed provide full-time employees paid vacation, paid sick leave, and medical insurance. Many employers provide dental insurance, and some provide retirement plans, vision and life insurance. Some employers provide part-time employees medical insurance, paid sick leave, and paid vacation. Some employers provide travel benefits.

## Travel Agents

OES Code 430210

### Training, Experience and Other Requirements

**Educational Background:** Employers report that many recent hires have Associate degrees, some have college but no degree and some recent hires have Bachelor degrees.

**Computer Software Skills:** Many employers seek employees with spreadsheet skills and airline computer reservation system skills.

**Entry Level Qualifications:** **Technical:** Ability to: Use Sabre, use Apollo, write effectively, type 30 wpm. **Knowledge of:** Geography, record keeping. **Personal or Other:** Ability to: Work independently, work under pressure. Oral communication skills and basic math skills.

**Related Work Experience:** Most employers surveyed require between 6-24 months related work experience. Some employers report "never" substituting training for work experience. Most employers will "sometimes" permit training to substitute for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 39 hours. Most employers report part-time positions averaging 26 hours per week.

**Promotional Opportunities:** Most employers surveyed do not promote.

**Recruitment:** Most employers surveyed report recruiting via newspaper ads and employees' referrals. Some employers recruit via private employment agencies, Employment Development Department, travel schools and hire unsolicited applicants.

### **Dot Code**

### **Title**

252-152-010

Travel Agent



# Typesetting and Composing Machine Operators and Tenders

OES Code 925410

Typesetting and Composing Machine Operators and Tenders operate or tend typesetting and composing equipment such as photo typesetters, linotype or monotype keyboard machines, photo composers, lino-casters, and photo letters. Data entry keyers of computerized systems are reported as Data Entry Keyers, Composing.

Alternate titles reported by employers for this occupation include: Printers, and Production Workers.

## Employment Trends

**Occupational Forecast:** ~ 1992 1998 Change Separations

Size: Small 20 30 10 0

Approximate Growth Rate: 50% Much faster than average

The universe of Santa Cruz County employers surveyed report different growth projections than the above and report that job skills are becoming obsolete with the emergence of desktop publishing.

~ Projections of Employment 1992-1998, LMID/EDD

## Supply/Demand Assessment

**Experienced:** Employer demand is somewhat greater than supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

**Inexperienced:** Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

## Principal Employing Industries

	Percent	SIC
1. Typesetting	60%	2791
2. Commercial Printing, Lithographic	23%	2752
3. Newspapers: Publishing, and Printing	16%	2711

## Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 7.00 - 10.00	\$ 8.00
New, with Experience:	\$ 9.00 - 12.00	\$ 9.00
3 years + with Firm:	\$ 10.00 - 13.00	\$ 12.50

**Fringe Benefits:** All employers surveyed provide employees medical insurance, and paid vacation. Most employers provide vision insurance and paid sick leave. Many provide dental insurance and some employers provide life insurance and retirement plans.

# Typesetting and Composing Machine Operators and Tenders

OES Code 925410

## Training, Experience and Other Requirements

**Educational Background:** Employers report many recent hires have some college but no degree. Some employers report recent hires with Associate of Arts degrees and high school diploma or equivalent.

**Computer Software Skills:** Many employers surveyed seek employees with word processing and desktop publishing skills.

**Entry Level Qualifications:** **Technical:** Ability to: Perform precision work, write effectively, use a computer terminal, read and follow instructions.

**Related Work Experience:** Most employers surveyed require between 12-24 months related work experience. Most employers will "sometimes" permit training to substitute for work experience. Some employers "usually" substitute training for work experience.

*Other Information:*

**Hours:** Employers surveyed report that most employees work full-time, with an average work week of 42 hours. Most employers offer part-time positions averaging 15 hours a week.

**Promotional Opportunities:** Some employers surveyed report promotional opportunities.

**Recruitment:** Most employers surveyed report recruiting via newspaper ads. Many recruit from employee referrals and some employers use private employment agencies, public and private schools or program referrals and union hall referrals.

### **Dot Code**

### **Title**

650.582-018 Photo composing - Machine Operator  
650.685-010 Typesetting - Machine Tender  
650.582-022 Phototypesetter Operator